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ABSTRACT

In 1985, the American Association of School Libraries declared April as School Library Media Month. The New Hampshire Educational Media Association (NHEMA) Board chose April 17th as the day for all New Hampshire school library media centers to focus on the role that they play in the total school program. This booklet suggests a wide variety of activities and events that New Hampshire schools could arrange or sponsor to call attention to the school library media center. Among the activities are: using a proclamation (a sample proclamation is included); writing a press release and getting the most mileage out of public relations efforts; a balloon launch to celebrate books and reading; a display in a public service or store window; a contest to design and produce an advertisement for School Library Media Day; a program for parents on selecting and sharing books; a trivia contest to stimulate interest in mastering reference skills; and a slide/tape presentation of media center activities. An evaluation form is included to encourage activity planners to provide feedback to the New Hampshire State Library on the activities held. (THC)

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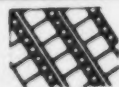
Judith A. Kimball

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FOCUS

ON
NEW HAMPSHIRE'S

SCHOOL
LIBRARY MEDIA
CENTERS



Activities
for
SCHOOL LIBRARY MEDIA DAY

April 17, 1985

New Hampshire State Library
and
New Hampshire Educational Media Association

1985

SCHOOL LIBRARY MEDIA DAY COMMITTEE

CHAIRPERSON

Susan C. Snider, School Library Consultant
New Hampshire State Library
Concord, New Hampshire 03301

MEMBERS

Kathleen Fencil, Librarian
Reeds Ferry Elementary School
Merrimack, N.H. 03054

Margaret St. John, Librarian
Keene Junior High School
Keene, N.H. 03431

Barbara Stamm, Librarian
Pembroke Academy
Pembroke, N.H. 03275

WHY SCHOOL LIBRARY MEDIA DAY ?

What will they think of next?!? We already have Children's Book Week and National Library Week. Why do we need a School Library Media Day? If these are the thoughts that are going through your head, you're not alone. Many of you are already so booked until the end of the school year that the idea of having another thing to add to your busy agenda sends you into a talespin. Relax. The purpose for School Library Media Day is not necessarily to do something new but to FOCUS ON LETTING OTHERS KNOW WHAT YOU DO.

continued.....

.....WHY

The American Association of School Libraries has declared April as School Library Media Month. They chose a month rather than a day because so much goes on in school libraries that they didn't think that a day, or even a week was enough time to get the message across. True. But is a month even enough? Public relations is ongoing. So, the NHEMA Board decided that it would be a good idea to choose a day for all New Hampshire school library media centers to focus on the role that school library media centers play in the total school program. Can you imagine the impact that it could have if every school library in the state of New Hampshire did just one thing to call attention to how a good school library media program supports the curriculum and extends it beyond the pages of the textbook?

School Library Media Day falls right in the middle of National Library Week which falls in the second week of School Library Media Month. A real triple whammy!! You can help make April 17, 1985, a successful School Library Media Day by broadcasting one of the best kept secrets in New Hampshire - the importance of a strong library media program within each school!!!

Enough of the WHYs of School Library Media Day. On with the HOWs and WHATs. That's the purpose of this booklet. In it you will find a wide variety of activities and events that you can arrange or sponsor in your school that will call attention to what you are doing. Some of the activities require more time than others. Some will work better at one grade level than another. Some may fit your style better than others. In any event there is sure to be something here for you! Try them all or just try one. The important thing is to do something and to HAVE FUN!

USING A PROCLAMATION

Proclamations can be used to call attention to a special day or event and to substantiate the reasons for the event. The proclamation below has been adapted from one issued by the American Library Association in support of the American Association of School Librarians' establishment of School Library Media Month.

After establishing the Wednesday of National Library Week as School Library Media Day in New Hampshire, the NHEMA board has issued a similar proclamation to be declared by Governor John Sununu.

You may use the proclamation below as it is, or you may wish to adapt it to fit your particular situation. Have the proclamation printed in the local newspaper or in your school newsletter.

SAMPLE PROCLAMATION

SCHOOL LIBRARY MEDIA DAY

WHEREAS, Lifelong learning begins and is systematically developed through the curriculum of the elementary and secondary schools of New Hampshire; and

WHEREAS, Learning to use all kinds of libraries is an important part of the school library media curriculum; and

WHEREAS, School library media programs foster both excellence and equity in education; and

WHEREAS, Promoting competencies in new and developing technologies is an integral part of the school library media program;

NOW, THEREFORE, I (name) , (superintendent or chairperson of the school board) do hereby proclaim April 17, 1985, as School Library Media Day in (name of school district or SAU) .

WRITING A PRESS RELEASE

FORMAT

- * Use school letterhead. (1)
- * Type name of contact person. (2)
- * Type release date: (3)
For release the week of _____
or
For immediate release.
- * Leave wide margins on sides and bottom.
Begin text about 20 spaces from top.
- * Double space.
- * Try to limit to one page. If second page is necessary identify school and page number in upper left corner.
- * Type -30- at bottom of page if finished. (7)
Type MORE if it is continued.

(1) _____
(2) _____
(3) _____
(4) _____
(5) _____
(6) _____
(7) -30-

CONTENT

- * Be concise, curt, clear. Cut out any fluff or puff.
- * Avoid exaggerated adjectives.
- * Write short paragraphs with one idea in each.
- * Lead paragraph answers WHO, WHAT, WHY, WHERE, WHEN. Most important information is first. (4)
- * Supporting paragraphs amplify lead paragraph with important but not essential details. (5)
- * End paragraph is brief and, if pertinent, includes the name and phone number of the person to contact for more information. (6)
- * Answer all reasonable questions that a reader might ask.
- * Proofread for accuracy in spelling, punctuation, usage, and grammar.

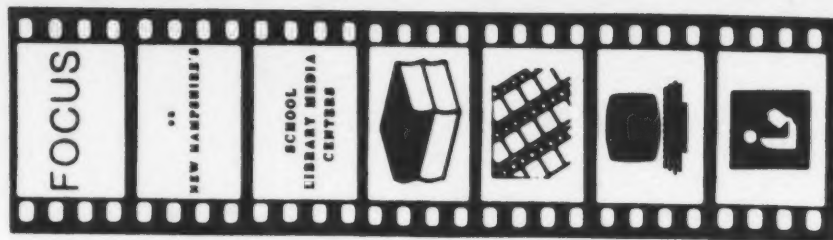
TIPS ON GETTING THE MOST MILAGE OUT OF YOUR PR EFFORTS

After spending valuable time preparing a press release and having School Library Media Day proclaimed in your district, how can you be sure that the newspaper will print what you've submitted? The answer is that you can't be sure, but you can take extra steps to make your chances better. If you live in a small town, try to get to know the editor of your local paper. Instead of mailing your press releases, deliver them in person. If you're planning an event that might make a good story, be sure to let the news media know about it. Be prepared to leave a written statement with them, but if you can have them come to you, it is even better. In some papers, Letters to the Editor have as much impact as a press release. Letters to the Editor from students about the school library media center may be another way of getting your message to your community.

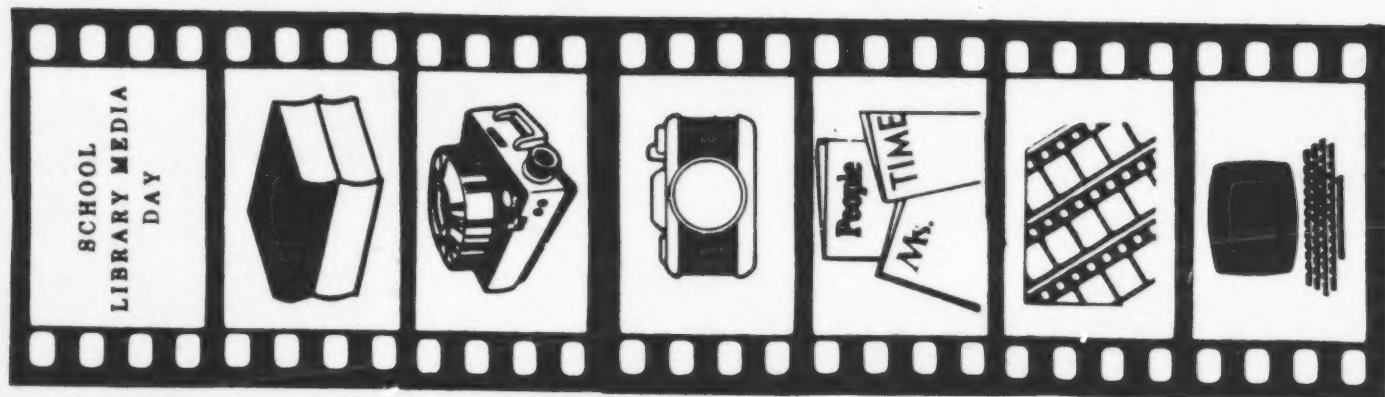
Local radio and TV stations may be willing to read spots as a public service. Make sure that all copy is typed in caps and is double spaced. Send a 35 mm slide of your library media center in action along with the copy for a TV spot. Local stations have talk shows. Maybe you could be a guest on School Library Media Day!

CLIP ART

BEST COPY AVAILABLE



SCHOOL LIBRARY MEDIA DAY



REMOVE THIS PAGE AND USE IT TO GIVE YOUR FEEDBACK AND OFFER
YOUR OWN ACTIVITY. IF WE RECEIVE ENOUGH NEW IDEAS WE'LL
PUBLISH ANOTHER BOOKLET NEXT YEAR.

YOUR FEEDBACK IS IMPORTANT FOR EVALUATION. PLEASE ANSWER THE QUESTIONS LISTED BELOW.

With which grades do you work? _____

Which of the activities did you try? _____

Did you submit a press release? Yes___ No___

Did you receive media coverage? Yes___ No___

If so, which kind? _____

How successful would you rate School Library Media Day?

___A great success ___A success ___Not a success

Comments and suggestions: _____

If you tried an activity not suggested in this booklet,
please give the details in the space below.

WHAT:

WHY:

HOW:

Your name: _____

School: _____

stamp

Susan C. Snider
New Hampshire State Library
20 Park Street
Concord, New Hampshire 03301

UP UP AND AWAY

WHAT: Balloon Launch.

WHY: To celebrate books and reading, to culminate a reading incentive program, to provide an inspirational lift to all present, and to enjoy the letters that come back from the finders of the balloons.

HOW: Tie the launch in with a reading incentive program, requiring that a certain number of books be read by or to a child. Ask the parent/teacher's group to sponsor the project and to help fill balloons on the launch day. Send letters home to the parents explaining the project. Have children keep records of books read on oak tag bookmarks. Decorate the room or halls with paper balloons that have the names of books read and the name of the reader written on them. Insert a message with the name of the reader and the school's address inside the balloon, or tie it to the end of the string. Give each child launching a balloon a certificate signed by the principal and the librarian. Invite parents to attend the launch and bring their cameras. Wait for tags to be returned.

LET IT BE KNOWN

WHAT: Display in public service or store window.

WHY: To exhibit the services and activities of the school library media program.

HOW: Gather representative materials. Arrange the display in an attractive manner in life-size diorama form. Include large photographs of those activities which are difficult to portray with realia. Include books, software, computer materials, equipment, etc.

OR

Involve the art teacher and have students make mobiles or posters representing the library media center. Display the best ones in public places.

MADISON AVENUE

WHAT: Media spots.

WHY: To create spots for School Library Media Day.

HOW: Invite students to enter a contest to design and produce an advertisement for School Library Media Day. Students may write and record radio commercials, write and produce a commercial on video tape, or design a slide/tape spot. Ask teachers to judge the winners in each category. Take copies of the winning productions to local radio and television stations. Be sure to have written parental permission if students participate, live or taped, in any media event. Show all entries during a special performance in the media center on School Library Media Day.

WHAT WOULD YOU SUGGEST?

- WHAT: A program for parents on selecting and sharing books with their children.
- WHY: To encourage parent involvement in promoting books and reading with their children.
- HOW: Invite yourself to be the speaker at a parent/teacher meeting or sponsor the program yourself in the library. Discuss different kinds of children's books, the reading interests of children at different ages, what to look for in selecting a good book, and a variety of selection tools. Booktalk as many titles as time will allow. Have on display examples of different books and the books that were booktalked.

FOLLOW THE LEADER

WHAT: Shadow the librarian.

WHY: To give others the opportunity to learn what a school library media specialist does all day!

HOW: Invite an administrator, a member of the school board, or a parent to spend the day with you. Give the visitor a schedule of the day's activities and invite participation. A follow-up article or photo with caption in your community paper will help to publicize the event, but the word of mouth "advertising" might be all that's needed to get the message out about what an active place the library is.

GOOD NIGHT, SLEEP TIGHT

WHAT: Bedtime Story Hour.

WHY: To promote the sharing of books and reading as a family activity.

HOW: Select a grade level among the primary grades to participate in an evening story program. Send home invitations. Require a "bedtime buddy" as a "ticket" for admission. Suggest pajamas as appropriate attire. Share poems and stories representing a theme such as beds and bedtime, teddy bears, a holiday or season, or whatever seems right for the occasion. For excellent suggestions see This Way to Books by Caroline Feller Bauer.

MEDIA DIPLOMATS

WHAT: Student aides exchange.

WHY: To expose aides to programs, collections, and procedures in other facilities.

HOW: Contact the library media specialist in a nearby high school. Ask if s/he would consider a student aide exchange on School Library Media Day. Team half of the aides at one school with half of the aides from the other school. Each team can switch schools in the afternoon so that each student has an opportunity to be a host as well as visit another school. A party can be planned at the end of the day at one of the schools. Comparisons and impressions can be discussed and reported in the school or local newspaper.

Y'ALL COME!

WHAT: Open house.

WHY: To demonstrate the scope of the school library media program.

HOW: Issue a written invitation to parents, school board members, city officials, businesspersons and other members of the community to an open house held in your library media center. Plan and organize activities and displays that demonstrate the "workings" of the center. Arrange to have students actively involved in a variety of projects throughout the day. Show a video sampler of storytelling, booktalking, and teaching library skills. Display a variety of materials such as media which support a teaching unit, selection tools, examples of library skills lessons, the budget process, etc.

TRIVIAL PURSUIT

WHAT: Trivia contest.

WHY: To stimulate interest in mastering reference skills.

HOW: Assemble a trivia quiz from information taken from various reference sources. List the sources at the bottom of the quiz sheet. Give participants one school day or 24 hours to complete the quiz. The winner is anyone who answers each of the questions correctly. Publish the quiz, the answers and the sources, and a picture of the winners in your local newspaper.

OR

Ask previous winners of trivia contests to make up a quiz and invite teachers, administrators, and parents to participate.

DID YOU HAVE???

WHAT: Parent survey.

WHY: To promote awareness of school library media centers, the variety of materials and resources available, and the opportunities and services that are provided for students, teachers, and parents.

HOW: Prepare a questionnaire that covers all aspects of your library program. Have students survey their parents. Kim Sands, a librarian in the Merrimack schools, has used this kind of survey with questions such as: Did you have a library in your elementary school? junior high? high school?; Were you taught how to use the card catalog? magazine indexes? the index in the encyclopedia? the difference between fiction and non-fiction? the Dewey Decimal system?; Did any of your school libraries have card catalogs? vertical files? etc. Results could be charted and displayed in the library and published in the parent newsletter or local newspaper.

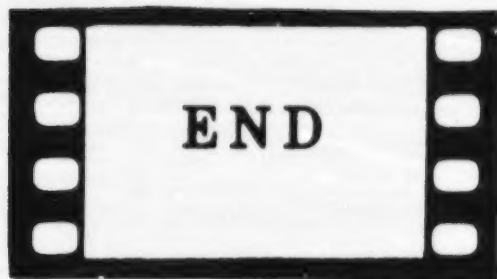
THE (name of the school or team) PRESENTS...

- WHAT: A slide/tape presentation of media center activities.
- WHY: To inform the general public of the many facets of the school library media program.
- HOW: Produce a slide/tape presentation demonstrating the various functions and activities of the school library media center. Include as many samples of activities as possible.

Arrange to have the presentation viewed at shopping centers, board meetings, parent groups, service clubs, etc.

AND MORE IDEAS...

Have students produce a radio play.....Sponsor a library logo contest.....Take a library field trip.....Make a display of teachers' favorite books when they were children or in high school.....Have a storytelling festival..... Invite teachers for coffee and donuts holes.....Sponsor an art show or display in the library.....Have an in-service program for teachers.....Throw a party or a tea for the volunteers or a retired staff person.....Invite an author or an illustrator.....



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